

Message Text

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ACTION EB-08

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SUBJ: ASSISTANCE TO U.S. BUSINESS ABROAD

REF: A) STATE 14670; K) 77 COPENHAGEN 1023; C) 77 STATE 2616;
D) 76 COPENHAGEN 3492; E) 76 COPENHAGEN A-82

1. I WAS PLEASED TO RECEIVE THE PRESIDENT'S LETTER TRANSMITTED
IN REF A, INASMUCH AS I HAVE SINCE MY ARRIVAL GIVEN A HIGH
PRIORITY TO THE PROMOTION OF U.S. TRADE INTERESTS. A
RELATIVELY LARGE PART OF MY REPRESENTATIONAL TIME AND
RESOURCES HAS GONE INTO THIS EFFORT. IN ADDITION TO A
VERY ACTIVE REGULAR COMMERCIAL STAFF, OTHER OFFICERS IN
THIS MISSION HAVE MADE IT A POINT TO SUPPORT AMERICAN
BUSINESSMEN, BOTH RESIDENT AND VISITING, AT EVERY OPPORTUNITY.
REMARKS MADE BY RESIDENT AMERICAN BUSINESSMEN AND DANES
REPRESENTING AMERICAN FIRMS INDICATE TO US THAT THEY
APPRECIATE OUR EFFORTS AND FEEL THAT THE EMBASSY HAS BEEN
RESPONSIVE TO THEIR NEEDS.

2. INASMUCH AS TRADE PROMOTION IS ONE OF THE EMBASSY'S
IMPORTANT INTERESTS, I WOULD LIKE TO USE THE OPPORTUNITY AGAIN
TO VOICE MY SUPPORT FOR A GREATER EMPHASIS BY THE
DEPARTMENTS OF COMMERCE AND STATE ON PROMOTION
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EFFORTS IN DENMARK.

3. AS WE INDICATED IN THE REPORTING UNDER REFERENCE,
ONE OF THE BEST MEANS FOR PROMOTING US TRADE WOULD
BE US GOVERNMENT-ORGANIZED PARTICIPATION BY AMERICAN
FIRMS IN APPROXIMATELY THREE TRADE SHOWS PER YEAR
AT COPENHAGEN'S BELLA CENTER, WHICH IS THE LARGEST

TRADE/CONGRESS CENTER IN NORTHERN EUROPE, WE WELCOME THE FIRST SUCH US SPONSORED PARTICIPATION BEING ORGANIZED HERE BY THE US INTERNATIONAL MARKETING CENTER (IMC) COLOGNE FOR THE PACKAGING SHOW IN DECEMBER 1978.

4. WHETHER THE STOCKHOLM TRADE CENTER IS PHASED OUT OR NOT, I BELIEVE THAT AMERICAN PARTICIPATION IN INTERNATIONAL TRADE SHOWS IN DENMARK CAN MAKE AN IMPORTANT CONTRIBUTION TO THE EXPANSION OF US EXPORTS. AS WE UNDERSTAND THAT SUCH PARTICIPATION WILL BE ORGANIZED BY THE IMCS AT EITHER COLOGNE OR PARIS. I WOULD URGE IN ADDITION THAT SOME DEFINITE PLAN BE MADE NOW TO INCLUDE COPENHAGEN'S PARTICIPATION IN PROJECTED SHOWS OVER THE NEXT THREE TO FIVE YEARS. SUCH PLANNING WOULD ELEVATE THE PRIORITIES ON TRADE EXPANSION IN DENMARK TO THE LEVELS WHICH THE PRESIDENT HAS CALLED FOR AND WHICH WE GENUINELY HOPE TO ACHIEVE.
DEAN

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